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HOUSE OF REPRESENTATIVES



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MICHAEL P. TVIC AULIFFE  
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Chief, Regulations & Procedures Division  
Alcohol & Tobacco Tax & Trade Bureau  
Attn: Notice No 41  
P.O. Box 14412  
Washington, D.C. 20044-4412

COMMENT 186

Dear Chief:

Under your regulations, most beer, wine and distilled spirits labels may not provide consumers with basic meaningful information as to what is in the product.

Most food packages, soft drinks, over-the-counter drugs, and even dietary supplements provide consumers with the basic consumer information on the label. Alcohol beverages (with some exceptions) are the only major class of consumable goods that do not provide this type of information on the label. TTB should allow labels voluntarily to list information such as serving size and servings per container, as well as alcohol, calories, fat, carbohydrates and protein per serving.

Furthermore, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink. Caloric information per serving is important to anyone who is watching his or her diet. Alcohol per serving should be important to anyone trying to monitor his or her alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-orientated Serving Facts on beer, wine, and spirits labels. Meanwhile, I urge TTB to allow manufacturers to provide this kind of truthful, non-misleading information on labels while the rulemaking process proceeds.

Sincerely,  


Michae P. McAuliffe  
State Representative 20<sup>th</sup> District